2020 Census
Program Management Review

2020 Non-ID Processing

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Outline

- Comparison: 2010 vs. 2020
- Non-ID Workload Modeling: current & future
- Related Work:
  - Reduction of Field Verification Workload
  - Respondent Validation
- Roadmap: getting to 2020 production
- Demonstration
  - Real-time Non-ID Processing functionality in the internet instrument for the 2015 Optimizing Self-Response (OSR) Test

Non-ID Processing: 2010 to 2020

	2010	2020
Modes for Workload	- *Paper* - *Telephone*	- *Paper* - *Telephone* - *Internet*
Workload Volume	**1.2M**	**>1.2M***
Technology	*Batch* ➡ *Manual (Clerical)*	*Real Time* ➡ *Batch* ➡ *Manual (Clerical)*
Processing	*After Data Submitted*	*During & After Data Submitted*
Source Data for Validation	*Survey Universe*	*Survey Universe* *Admin Records* *Other*

* 2020 workload model will reflect results of 2015 Testing and refreshed following subsequent 2016-2018 Testing

Real-Time Non-ID Processing Modeling
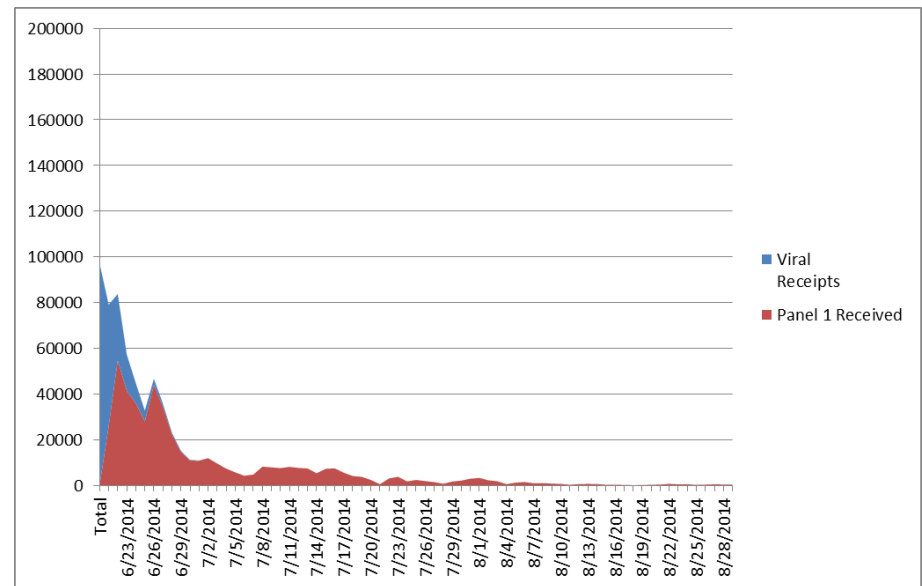
- Model Generated for 2015 OSR Test (Savannah)
- Inputs:
    - Average Days to Respond to Initial Survey
    - Return Rate
    - Average Session Time
    - Total # of Contacts
    - Viral Response
        - Percent of Respondents that Send Invites
        - Number of Invites per Person
        - Conversion Rate

- Result: Estimated Peak of 2,000 Concurrent Users

- Next Steps: External Demand Models for Future Tests

Related Work
Reduction of Field Verification Workload

- Office-based examination of online/partner data to verify existence and block location of Non-ID respondent addresses which require it

- Objective: Develop methodologies to drive down Field Verification cost

- Preliminary work: Verifying eligible cases from 2014 and 2015 Non-ID Processing to develop process and procedures

- First production operation (e.g., concurrent with data collection): 2016 Census Test

Related Work (cont.)
Respondent Validation

- ## What is Respondent Validation?
  - Process used to validate that a respondent is who they say they are and live at the reported address

- ## Testing through FY 15
  - National Strategy for Trusted Identities in Cyberspace
  - 2014 Census Test: Matching Non-ID Cases to Administrative Records (Composite: Name + Address + Date of Birth + Telephone Number)
  - 2015 Optimizing Self-Response Test: Matching Non-ID Cases to Administrative Records (Composite: Name + Address + Date of Birth + Telephone Number)

In-House Administrative Records Composite for Current Respondent Validation Work

Administrative Records Composite is composed of the following sources:

Federal
- Social Security Administration (SSA) Numident
- Internal Revenue Service (IRS) Individual Tax Returns (Form 1040) linked to SSA Numident by SSN
- IRS Information Returns (Form 1099) linked to SSA Numident by SSN
- Housing and Urban Development (HUD) Public and Indian Housing Center Database
- HUD Tenant Rental Assistance Certification System Database
- Indian Health Service Patient Registration File
- Selective Service System Registration File
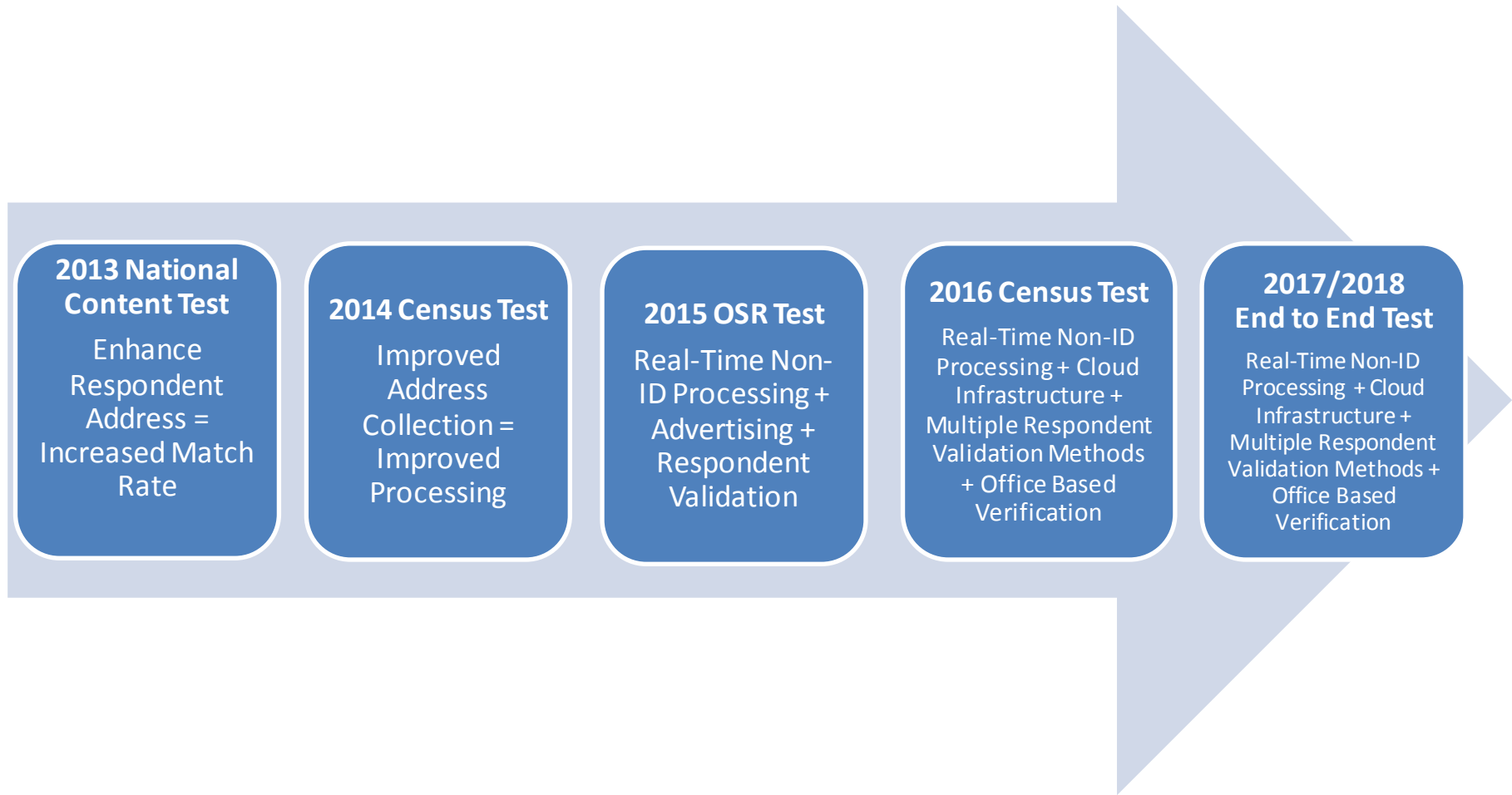- Centers for Medicare and Medicaid Services, Medicare Enrollment Database

Commercial
- Targus Federal Consumer
- Targus Pure Wireless
- VSGI – Name and Address Resource (NAR)
- VSGI – Tracker Plus (TRK)

Future Work for Respondent Validation

- Exploration of alternatives
  - Third party sources/service providers
- Legal/policy constraints
- Assessing respondent attitudes about validation
- Engagement with JASON group

Roadmap to 2020 Non-ID Processing

2013 National Content Test

Enhance Respondent Address = Increased Match Rate

2014 Census Test

Improved Address Collection = Improved Processing

2015 OSR Test

Real-Time Non-ID Processing + Advertising + Respondent Validation

2016 Census Test

Real-Time Non-ID Processing + Cloud Infrastructure + Multiple Respondent Validation Methods + Office Based Verification

2017/2018 End to End Test

Real-Time Non-ID Processing + Cloud Infrastructure + Multiple Respondent Validation Methods + Office Based Verification

Demonstration

- Address Collection

- Address Standardization

- Matches versus Nonmatches

- The Map Interface

Questions

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